

WHAT IS CLAIMED:

1. A battery bundle comprising:  
a first battery having a first outer surface with a first graphic;  
a second battery substantially identical to the first battery in all respects except that the second battery has a second outer surface with a second graphic distinct from the first graphic; and  
a packaging binding the first battery and the second battery.
2. The battery bundle of claim 1, wherein the packaging has at least one transparent portion adjacent to at least portions of the first graphic and the second graphic.
3. The battery bundle of claim 2, wherein the at least one transparent portion extends substantially completely about the first outer surface and the second outer surface.
4. The battery bundle of claim 3, wherein the first battery and the second battery are substantially aligned end-to-end in the packaging.
5. The battery bundle of claim 4, wherein the battery bundle includes batteries in addition to the first battery and the second battery and wherein all of the batteries bound by the packaging are aligned end-to-end in the packaging.
6. The battery bundle of claim 5, wherein the packaging includes a tube containing all of the batteries.
7. The battery bundle of claim 3, wherein the packaging includes batteries in addition to the first battery and the second battery and wherein the packaging includes at least one tube binding all of the batteries in an end-to-end relationship.
8. The battery bundle of claim 7, wherein the packaging includes a plurality of tubes.

9. The battery bundle of claim 7, wherein the packaging includes a single tube.
10. The battery bundle of claim 1, wherein the packaging has at least one aperture adjacent to at least portions of the first graphic and the second graphic.
11. The battery bundle of claim 1 including batteries in addition to the first battery and the second battery, wherein all of the batteries bound in the packaging are substantially identical to one another except that at least two of the batteries have outer surfaces with distinct graphics.
12. The battery bundle of claim 1, wherein the packaging includes means for enabling manipulation of the first battery to facilitate viewing of the first graphic.
13. The battery bundle of claim 12, wherein the packaging includes means for enabling manipulation of the second battery to facilitate viewing of the second graphic.
14. The battery bundle of claim 1, wherein the packaging includes means for enabling rotation of at least one of the first battery and the second battery while within the packaging.
15. The battery bundle of claim 14 including an opening configured to enable manual contact with at least one of the first battery and the second battery.
16. The battery bundle of claim 14, wherein the packaging includes a flexible membrane configured to engage at least one of the first battery and the second battery to facilitate rotation of at least one of the first battery and the second battery.
17. The battery bundle of claim 1, wherein the first battery and the second battery have at least one of a distinct smell or a distinct outer surface texture.

18. The battery bundle of claim 1, wherein at least one of the first graphic and the second graphic are targeted towards a specific group of consumers.

19. The battery bundle of claim 1, wherein at least one of the first graphic and the second graphic are selected from the group including: cartoon characters, entertainment personalities, sporting figures, cars, sporting equipment, well-known phrases, clichés, barbershop stripes, artwork, paper and coin currency, gaming characters, music media artwork, movie media artwork, advertising for non-battery goods or services, motivational sayings, flags, inspirational sayings, humorous sayings, campaign slogans, sayings, or representations or reproductions of images (finger, cigarette, money roll, etc.) not previously related to a battery and/or its use.

20. A battery marketing system comprising:

a first battery bundle including a first plurality of batteries bound by a first packaging, the first plurality of batteries including a first battery having a first outer surface, wherein at least one of the first packaging and the first outer surface includes indicia identifying the first source and wherein the first outer surface includes a first graphic; and

a second battery bundle including a second plurality of batteries bound by a second packaging, the second plurality of batteries including a second battery having a second outer surface, wherein at least one of the second packaging and the second outer surface includes indicia identifying the same battery source and wherein the second outer surface includes a second graphic distinct from the first graphic.

21. The system of claim 20 including a third battery bundle including a third plurality of batteries bound by a third packaging, the third plurality of batteries including a third battery having a third outer surface, wherein at least one of the third packaging and the third outer surface

includes indicia identifying the same battery source and wherein the third outer surface includes a third graphic distinct from the first graphic and distinct from the second graphic.

22. The system of claim 20 including a fourth battery bundle including a fourth plurality of batteries bound by a fourth packaging, the fourth plurality of batteries including a fourth battery having a fourth outer surface, wherein at least one of the fourth packaging and the fourth outer surface includes indicia identifying the same battery source and wherein the fourth outer surface includes a fourth graphic distinct from the first graphic, the second graphic and the third graphic.

23. The system of claim 20 including a fifth battery bundle including a fifth plurality of batteries bound by a fifth packaging, the fifth plurality of batteries including a fifth battery having a fifth outer surface, wherein at least one of the fifth packaging and the fifth outer surface includes indicia identifying the same battery source and wherein the fifth outer surface includes a fifth graphic distinct from the first graphic, the second graphic, the third graphic and the fourth graphic.

24. The system of claim 21 including a retail display simultaneously offering for sale the first battery bundle, the second battery bundle and the third battery bundle.

25. The system of claim 20, wherein the first plurality of batteries includes a third battery having a third outer surface, wherein the third outer surface includes indicia identifying the same battery source and wherein the third outer surface includes a third graphic identical to the second graphic and distinct from the first graphic.

26. The system of claim 20, wherein the first plurality of batteries includes a third battery having a third outer surface, wherein the third outer surface includes indicia identifying the same battery source

and wherein the third outer surface includes a third graphic distinct from the first graphic and the second graphic.

27. A battery having an outer surface including a graphic selected from the group including: cartoon characters, entertainment personalities, sporting figures, cars, sporting equipment, well-known phrases, clichés, barbershop stripes, artwork, paper and coin currency, gaming characters, music media artwork, movie media artwork, advertising for non-battery goods or services, motivational sayings, flags, inspirational sayings, humorous sayings, campaign slogans, sayings or representations or reproductions of images (finger, cigarette, money roll, etc.) not previously related to a battery and/or its use.

28. A battery bundle comprising:

a first battery having a first outer surface with a first non-alphanumeric graphic component;

a second battery, wherein the second battery has a second outer surface with a second non-alphanumeric graphic component distinct from the first non-alphanumeric graphic component; and

a packaging binding the first battery and the second battery.

29. A battery marketing system comprising:

a first battery bundle including:

a first plurality of batteries bound by a first packaging, the first plurality of batteries including a first battery having a first outer surface, wherein at least one of the first packaging and the first outer surface includes indicia identifying the first source and wherein the first outer surface includes a first non-alphanumeric graphic component; and

a second plurality of batteries bound by a second packaging, the second plurality of batteries including a second battery having a second outer surface, wherein at least one of the second packaging and the second outer surface includes indicia identifying the same battery

source and wherein the second outer surface includes a second non-alphanumeric graphic component distinct from the first non-alphanumeric graphic component.

30. A battery bundle comprising:

a first battery having a first outer surface with a first graphic component;

a second battery substantially identical to the first battery in all respects except that the second battery has a second outer surface with a second graphic component distinct from the first graphic component; and

a packaging binding the first battery and the second battery, wherein the first graphic component and the second graphic component do not identify a manufacturer, distributor or retailer of the battery, do not describe a size or power characteristic of the battery, do not describe a composition of the battery, do not describe a polarity of the battery, are not associated with information regarding a useful life of the battery and are not associated with warnings about the usage or disposal of the battery.

31. A battery marketing system comprising:

a first battery bundle including a first plurality of batteries bound by a first packaging, the first plurality of batteries including a first battery having a first outer surface, wherein at least one of the first packaging and the first outer surface includes indicia identifying a first source of the first plurality of batteries and wherein the first outer surface includes a first graphic component; and

a second battery bundle including a second plurality of batteries bound by a second packaging, the second plurality of batteries including a second battery having a second outer surface, wherein at least one of the second packaging and the second outer surface includes indicia

identifying a second battery source of the second plurality of batteries, wherein the first source and the second source are the same, and wherein the second outer surface includes a second graphic component distinct from the first graphic component, wherein the second graphic component does not identify a manufacturer, distributor or retailer of the battery, do not describe a size or power characteristic of the battery, do not describe a composition of the battery, do not describe a polarity of the battery, are not associated with information regarding a useful life of the battery and are not associated with warnings about the usage or disposal of the battery.

32. An apparatus for use with a plurality of batteries, the apparatus comprising:

a plurality of battery-engaging portions coupled to one another and configured to support the plurality of batteries relative to one another in a spaced-apart relationship.

33. The apparatus of claim 32 including a base coupled to the plurality of battery-engaging portions, the base configured to rest upon a surface while the plurality of battery-engaging portions are configured to support longitudinal axes of the plurality of batteries perpendicular to the surface.

34. The apparatus of claim 32, wherein the plurality of battery-engaging portions are suspended to form a mobile.

35. A battery display system comprising:

a plurality of batteries having a plurality of distinct outer surface graphics, wherein the plurality of distinct outer surface graphics are associated with one another such that the plurality of distinct outer surface graphics form a composite graphic when positioned proximate to one another.

36. The display system of claim 35, wherein the plurality of batteries each include an outer surface having a first graphic and a second graphic and wherein alignment of the first graphic of each of the plurality of batteries forms a first composite graphic and wherein alignment of the second graphic of the plurality of batteries forms a second composite graphic.

37. The system of claim 35 including means for supporting the plurality of batteries proximate to one another so as to form the composite graphic.

38. The display system of claim 35, wherein the means for supporting includes indicia for indicating a proper location of each of the plurality of batteries so as to form the composite graphic.

39. A battery display system comprising:  
a plurality of batteries, each battery including a distinct graphic associated with a species of a larger genus; and  
a support device configured to support each of the plurality of batteries so as to display each of the graphics, wherein the support device is configured so as to be associated with the genus.

40. The system of claim 39, wherein the genus comprises: a map of the United States and wherein species comprise individual states.

41. The system of claim 39, wherein the genus comprises a league of sporting teams and wherein the species comprise individual teams of the league.

42. The system of claim 39, wherein the genus comprises a team and wherein the species comprise players of the team.

43. The system of claim 39, wherein the genus comprises a racing association and wherein the species comprises race drivers or racing cars.

44. A marketing bundle comprising:
  - a media containing a recording of at least one of sound, image or video;
  - a battery having an outer surface with a graphic, wherein the graphic is associated with a characteristic of the recording; and
  - a packaging binding the media and the battery.
45. The bundle of claim 44, wherein the characteristic is selected from the group including:
  - author, singer, orator, character, actor or actress, lyrics, scene, story line.
46. An electronic product configured to be powered by a battery, the product comprising:
  - a housing configured to contain a battery, wherein at least a portion of the housing is configured to enable viewing of the battery while enclosed within the housing.
47. The product of claim 46, wherein at least a portion of the housing is transparent.
48. The product of claim 46, wherein the housing includes at least one aperture adjacent the battery.
49. An electronic product assembly comprising:
  - a battery having an outer surface with a first graphic; and
  - an electronic product having a housing configured to contain the battery, wherein at least a portion of the housing is configured to enable viewing of the battery while the battery is enclosed within the housing.
50. The product of claim 49, wherein at least a portion of the housing is transparent.
51. The product of claim 49, wherein the housing includes at least one aperture adjacent the battery.

52. The assembly of claim 49, wherein the electronic product includes a video game component having an associated video graphic and wherein the graphic of the battery is substantially identical to the video image.

53. The assembly of claim 49, wherein the electronic product includes a sound playing component and wherein the graphic of the battery is associated with a sound originator.

54. The assembly of claim 53, wherein the sound originator is selected from the group including: a musical artist, a musical group, a literary author, a comedian, or an orator.

55. A method for marketing batteries, the method comprising:  
offering for sale a first battery having a first graphic;  
offering for sale a second battery within one year of offering for sale the first battery, wherein the second battery is substantially identical in all respects to the first battery except that the second battery has a second graphic distinct from the first graphic, wherein the second battery is offered for sale within one year of offering the first battery for sale; and

offering for sale a third battery, wherein the third battery is substantially identical to the first battery and the second battery except that the third battery has a third graphic distinct from the first graphic and the second graphic.

56. The method of claim 55, wherein the first battery, the second battery and the third battery are offered for sale to an end-consumer.

57. The method of claim 55, wherein the first battery, the second battery and the third battery are offered for sale to a retailer.

58. The method of claim 55, wherein the first battery, the second battery and the third battery are simultaneously offered for sale.

59. A method for marketing batteries, the method comprising:
  - identifying a first preference for a first group of consumers;
  - identifying a second preference for a second group of consumer;
  - offering for sale a first battery having a first exterior graphic chosen based upon the first identified preference; and
  - offering for sale a second battery identical to the first battery except that the second battery has a second graphic based upon the second identified preference.
60. The method of claim 59, wherein the first group of consumers and the second group of consumers have distinct genders.
61. The method of claim 59, wherein the first group of consumers and the second group of consumers have distinct age characteristics.
62. The method of claim 59, wherein the first group of consumers and the second group of consumers are associated with distinct geographical regions.
63. The method of claim 59, wherein the first group of consumers and the second group of consumers have distinct jobs or professions.
64. The method of claim 59, wherein the first group of consumers and the second group of consumers have distinct retail shopping sources.
65. The method of claim 59, wherein the first identified preference is based upon at least one of the following characteristics:
  - participatory hobbies ("participation in athletics such as biking, football, jogging, skateboarding, etc.", collecting, hunting, working out/body building, playing cards, playing bingo, camping, motorcycle riding, etc.);

social clusters;  
demographics;  
ethnicities;  
religions;  
nationalities;  
observational hobbies ("interests in observational participation in distinct forms of entertainment such as watching sports, TV, concerts, movies, plays, pornography, political shows or events, etc.");

social behavior (fine wine, cigars, fashion preference, gambling, sex, sexual preference or behavior, adult entertainment, bars, dance clubs, etc.);

habitual behavior (smoking, drinking, drug use, etc.);  
clubs/memberships/affiliations (fraternities, Kiwanis, Harley Davidson owners, sports team, musical group, thespian, religious subchapter, alcoholics anonymous, YMCA, pro-life, political party or cause, etc.);

physical characteristics (hair color, muscularity, hair style, weight, attractiveness, skin color, etc.)

66. A method for marketing batteries, the method comprising:  
identifying a first battery use;  
identifying a second battery use;  
offering for sale a first battery having a first graphic chosen based upon the first identified use; and

offering for sale a second battery identified to the first battery except that the second battery has a second graphic distinct from the first graphic and chosen based upon the second identified use.

67. A marketing bundle comprising:
  - product;
  - a battery having an outer surface with a graphic, wherein the graphic is associated with a characteristic of the product; and
  - a packaging binding the product and the battery.
68. A method for marketing batteries, the method comprising:
  - marketing a plurality of batteries;
  - providing each of the plurality of batteries with a distinct graphic; and
  - consecutively numbering each of the plurality of batteries to facilitate their collection.
69. The method of claim 68, wherein the plurality of batteries are only marketed during a pre-established time period.
70. The method of claim 68, wherein the plurality of batteries comprise a finite number of batteries.
71. A battery comprising:
  - an outer surface having a graphic, a graphic including at least one graphic component unrelated to a characteristic of the battery itself.
72. The battery of claim 71, wherein the graphic component does not identify a manufacturer, distributor, retailer or brand name of the battery, does not describe a size or power characteristic of the battery, does not identify an intended or suggested use of the battery, does not describe a composition of the battery, does not describe a polarity of the battery, is not associated with information regarding the use of the life of the battery, is not associated with warnings about the usage or disposal of the battery, does not identify intellectual property associated with the battery, does not provide information regarding the recyclability of the battery, and does not depict a trademark or trade dress information.

73. The battery of claim 71, wherein the graphic component targets one or more preferences of a consumer related to the battery.

74. A storage and marketing bundle comprising:

at least one battery ideally suited for an electronic product;  
and

a structure configured to at least partially house or display the at least one battery, wherein the structure resembles the electronic product.

75. The bundle of claim 74, wherein the structure resembles a flashlight.

76. The bundle of claim 74, wherein the structure resembles a boom box.

77. The bundle of claim 74, wherein the structure includes:

a base portion; and  
a cover portion coupled to the base portion and removable between an open state and a closed state.

78. The bundle of claim 74, wherein at least a portion of the structure are at least partially transparent.

79. The bundle of claim 74, wherein the structure is configured to display the at least one battery while the at least one battery is within the structure.

80. The bundle of claim 74, wherein the at least one battery includes at least one graphic component unrelated to any characteristic of the battery.

81. The bundle of claim 74, wherein at least a portion of the structure receives the at least one battery.

82. A battery comprising:

a generally cylindrical cross-sectional shape having an outer surface, wherein the outer surface has a non-smooth texture.

83. A battery comprising:

a core; and

at least one scented material applied to the core.

84. The battery of claim 83, wherein the scented material is selectively active.

85. The plurality of batteries comprising:

a first battery having at least one of a first outer texture and a first scent; and

a second battery having the same power characteristics as the first battery, wherein the second battery has at least one of a second texture and a second scent different from the first texture and the first scent, respectively.